Digital Snapshot: MEA
GlobalWebIndex trends and behaviors in Middle East and Africa

**DEVICES OWNED**
- 98% Smartphone
- 48% Laptop
- 22% Tablet

**INTERNET PENETRATION**
- 50-69%
- 30-49%
- 70-89%
- +90%

**SOCIAL**
- 82% Facebook
- 70% YouTube
- 58% Instagram
- % who visited the following last month

**COMMERCE**
- 86% Search products online
- 56% Purchase products online

**PRIVACY**
- 51% Use ad-blockers
- 34% Use a VPN
- 51% Delete cookies

**MEDIA**
- 67% Use music streaming services
- 52% Watch subscription services (e.g. Netflix)

**MAIN RESEARCH CHANNELS**
- 60% Search Engines
- 67% Social Media
- 33% Mobile Apps

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**INTERNET PENETRATION**
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- 50-69%
- 70-89%
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**SOCIAL**
- Facebook
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**COMMERCE**
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**MAIN RESEARCH CHANNELS**
- Search Engines
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Source: GlobalWebIndex Q4 2018 Base: Internet Users aged 16-64

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Digital Snapshot: MEA
GlobalWebIndex trends and behaviors in Middle East and Africa by Generation

Source: GlobalWebIndex Q4 2018 Base: Internet Users aged 16-64

% who own the following % who visit the following % who watch/listen to the following % who do the following % who research products via the following % who do the following

GEN Z
- 97% use smartphones
- 42% use laptops
- 19% use tablets
- 75% use Facebook
- 71% use YouTube
- 64% use Twitter

GEN Y
- 99% use smartphones
- 48% use laptops
- 21% use tablets
- 84% use Facebook
- 70% use YouTube
- 60% use Twitter

GEN X
- 97% use smartphones
- 54% use laptops
- 29% use tablets
- 85% use Facebook
- 72% use YouTube
- 51% use Twitter

BABY BOOMERS
- 94% use smartphones
- 47% use laptops
- 22% use tablets
- 75% use Facebook
- 56% use YouTube
- 32% use Twitter

Use Music Streaming Services
- 76% GEN Z
- 74% GEN Y
- 85% GEN X
- 85% BABY BOOMERS

Use Subscription Services (e.g. Netflix)
- 57% GEN Z
- 56% GEN Y
- 45% GEN X
- 28% BABY BOOMERS

Purchase Products Online
- 51% GEN Z
- 58% GEN Y
- 59% GEN X
- 46% BABY BOOMERS

Search Products Online
- 81% GEN Z
- 87% GEN Y
- 88% GEN X
- 87% BABY BOOMERS

Use Internet Banking
- 56% GEN Z
- 64% GEN Y
- 69% GEN X
- 65% BABY BOOMERS

Use Mobile Payment Services
- 24% GEN Z
- 32% GEN Y
- 30% GEN X
- 19% BABY BOOMERS

Search Engines
- 59% GEN Z
- 60% GEN Y
- 61% GEN X
- 67% BABY BOOMERS

Social Media
- 67% GEN Z
- 68% GEN Y
- 65% GEN X
- 69% BABY BOOMERS

Mobile Apps
- 33% GEN Z
- 34% GEN Y
- 34% GEN X
- 41% BABY BOOMERS

Use Ad-Blockers
- 26% GEN Z
- 27% GEN Y
- 20% GEN X
- 16% BABY BOOMERS

Use a VPN
- 22% GEN Z
- 27% GEN Y
- 20% GEN X
- 18% BABY BOOMERS

Delete Cookies
- 62% GEN Z
- 51% GEN Y
- 52% GEN X
- 37% BABY BOOMERS

SEARCH ENGINES
SOCIAL MEDIA
MOBILE APPS
USE AD-BLOCKERS
USE A VPN
DELETE COOKIES

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